

IN THE CLAIMS:

The following is a complete listing of the claims in this application, reflects all changes currently being made to the claims, and replaces all earlier versions and all earlier listings of the claims:

1. (Currently Amended) A unitary carton for improved product visibility comprising a radially-openable access panel integrally hinged to a lip accommodation panel disposed on a portion of an inner side of a front panel having a front access opening, said radially-openable access panel covering at least a portion of said front access opening when in a closed position, a bottom panel connected to at least one back panel, [[and]] at least two opposing side panels connected to said bottom panel, and an optional top panel joined to said side and back panels that is removable in whole or in part to expose product through the top of the carton, wherein said front panel has two integrally connected and opposing front panel flaps, each disposed on an inner side of said side panels, and said access panel has disposed thereon at least one sidearm that is capable of interleaving between the inner side of one of said side panels and [[said]] the front panel flap disposed on said side panel.

2. (Original) A carton according to Claim 1 further comprising a product protection covering.

3. (Original) A carton according to Claim 1 further comprising a top panel joined to said side and back panels to form an at least partially closed carton.

4. (Original) A carton according to Claim 3 wherein said top panel forms a closed carton.

5. (Original) A carton according to Claim 4 wherein said top panel comprises more than one panel defining portions of said top panel that can be selectively opened.

6. (Original) A carton according to Claim 5 wherein said portions of said top panel that can be selectively opened are defined by perforations that may be selectively and controllably-torn.

7. (Original) A carton according to Claim 1 further comprising means for affixing said carton to a surface.

8. (Original) A carton according to Claim 1 wherein said access panel comprises at least two side arms.

9. (Currently Amended) A carton according to Claim ~~[[3]]~~ 1 wherein said side arm comprises at least one holding means to hold said access panel in a predetermined open position.

10. (Original) A carton according to Claim 9 wherein said holding means comprises at least one notch in at least one of said side arms, wherein said notch engages at least one aperture in said top panel.

11. (Original) A carton according to Claim 1 wherein said carton is constructed of paperboard.

12. (Currently Amended) A unitary carton blank for forming a display carton having improved product visibility, said carton blank comprising:

a) a front access panel, ~~[[15]]~~ (15), having two side arms, ~~[[20]]~~ (20), each integrally connected to opposing sides of said access panel, and an inner rack lip accommodation panel, ~~[[40]]~~ (40), having a topside and a bottom side, said top side of said inner rack lip accommodation panel integrally connected to a bottom side of said front access panel;

b) a bottom panel, ~~[[60]]~~ (60), having a front side and an opposing rear side, said front side of said bottom panel integrally connected to said bottom side of said inner rack lip accommodation panel, and said bottom panel having two inner side panels, ~~[[50]]~~ (50), each integrally connected to opposing sides of said bottom panel;

c) a back panel, ~~[[70]]~~ (70), having a top side and a bottom side, said bottom side of said back panel integrally connected to said rear side of said bottom panel, and said back panel having two back panel side flaps, ~~[[80]]~~ (80), each integrally connected to opposing sides of said back panel;

d) a top panel, ~~[[95]]~~ (95), having a front side and a rear side, said rear side of said top panel integrally connected to said top side of said back panel, and said top panel having two outer side panels, ~~[[90]]~~ (90), each integrally connected to opposing sides of said top panel;

e) a front panel lip, ~~[[200]]~~ (200), having a top side and a bottom side, said top side of said front panel lip integrally connected to said front side of said top panel and said bottom side of said front panel lip defining a top boundary of an access panel opening, ~~[[170]]~~ (170), said front panel lip having two front panel side flaps, ~~[[190]]~~ (190), an upper portion of each front panel side flap integrally connected to opposing sides of said front panel lip; and,

f) an outer rack lip accommodation panel, ~~[[180]]~~ (180), having a top side and a bottom side, said top side of said outer rack lip accommodation panel defining a bottom boundary of said access panel opening, and a lower portion of each front panel side flap integrally connected to opposing sides of said outer rack lip accommodation panel.

13. (Currently Amended) A carton blank according to Claim 12 further comprising an opening assistance flap, ~~[[120]]~~ (120), disposed on said top panel.

14. (Currently Amended) A carton blank according to Claim 12 further comprising two front/top corner assemblies, ~~[[150]]~~ (150), each disposed between front top panel, ~~[[130]]~~ (130), and outer side panels, ~~[[90]]~~ (90), and between front panel lip, ~~[[200]]~~ (200), and front panel side flaps, ~~[[190]]~~ (190).

15. (Currently Amended) A carton blank according to Claim 14 wherein said front/top corner assemblies each comprise at least one side arm notch-receiving aperture, ~~[[160]]~~ (160).

16. (Currently Amended) A carton blank according to Claim ~~[[12]]~~ 15 wherein said side arms each comprise at least one side arm notch, ~~[[25]]~~ (25), wherein said notch is designed to be received in said aperture when said carton is erected and said access panel is in the open position.

17. (Original) A carton blank according to Claim 12 further comprising means for affixing said carton to a surface.

18. (Currently Amended) A carton blank according to Claim 12 wherein said top panel comprises a rear top panel, ~~[[100]]~~ (100), and a front top panel, ~~[[130]]~~ (130).

19. (Currently Amended) A carton blank according to Claim 18 wherein said top panel comprises two opposing rear top corner supports, ~~[[105]]~~ (105), each disposed between said rear top panel, ~~[[100]]~~ (100), said outer side panels, ~~[[90]]~~ (90), and said back panel, ~~[[70]]~~ (70).

20. (Original) A carton blank according to Claim 12 wherein said carton is constructed of corrugated paperboard.

21. (New) A carton according to Claim 1 wherein the front access opening of said radially-openable access panel and said optional top panel when removed in whole or in part form a continuous opening to expose product through the top of the carton.